

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A lamp comprising:
a lamp body having a tubular shape, a cross-section of the lamp body including a major axis and a minor axis, the major axis substantially in parallel with a light incident surface of an LCD panel; and
a plurality of electrodes applying discharge voltage to the lamp body,
wherein the electrodes are electrically insulated from each other by an insulating member.
2. (Original) The lamp of claim 1, wherein the lamp body has an elliptical cylinder shape, a rectangular tubular shape or a tubular shape having a convex surface opposite to the light incident surface.
3. (Currently Amended) The lamp of claim 1, wherein the electrodes comprise a first internal electrode disposed in the lamp body, and a second electrode disposed opposite to the first internal electrode,
the first and second internal electrodes include a first and a second lead wires-wire respectively, and a portion of each of the lead wires is protruded out of the lamp body.
4. (Currently Amended) The lamp of claim 1, wherein at least one of the electrodes is disposed on outer surface of the ~~lamp~~ lamp body.
5. (Original) The lamp of claim 1, wherein the electrodes comprise conductive plate shapes having a band shape arranged substantially in parallel with each other in a longitudinal direction relative to the lamp body, and the electrodes are spaced apart from each other.

6. (Original) The lamp of claim 1, wherein the electrodes comprise plated metal layers having a band shape arranged in substantially parallel with each other in a longitudinal direction relative to the lamp body, and the electrodes are spaced apart from each other.

7. (Original) The lamp of claim 1, wherein the electrodes surrounding a portion of outer surface of the lamp body comprise conductive plate shapes having a band shape arranged substantially in parallel with each other, and are spaced apart from each other.

8. (Original) The lamp of claim 1, wherein the electrodes surrounding a portion of outer surface of the lamp body comprise plated metal layers having a band shape arranged substantially in parallel with each other, and are spaced apart from each other.

9. (Original) The lamp of claim 1, wherein the electrodes that are spaced apart from each other have a band shape arranged substantially parallel with each other in longitudinal direction relative to the lamp body,

and a portion of each of the electrodes is protruded out of the lamp body in a predetermined direction.

10. (Original) The lamp of claim 1, wherein the electrodes that are spaced apart from each other comprise a pair of electrodes having a band shape arranged substantially in parallel with each other in longitudinal direction relative to the lamp body,

and portions of the electrodes are protruded out of the lamp body in opposite directions.

11. (Cancelled)

12. (Currently Amended) A backlight assembly comprising:

a receiving container including a bottom plate and a plurality of sidewalls protruded from a side of the bottom plate to define a receiving space;

a plurality of lamps including a lamp body that has a ~~tubular shape~~ rectangular longitudinal cross section and a plurality of electrodes including first and second electrodes, a cross-section of the lamp body including a major axis substantially parallel with the light incident surface and a minor axis;

a first conducting part applying a first discharge voltage to the first electrode through a first path; and

a second conducting part applying a second discharge voltage to the second electrode through a second path.

13. (Original) The backlight assembly of claim 12, further comprising an insulating member protecting the first and second electrodes.

14. (Currently Amended) The backlight assembly of claim 12, further comprising a plurality of lamp holders surrounding end portions of the lamp to absorb an impact ~~that~~ which is provided from an exterior to the lamp.

15. (Original) The backlight assembly of claim 12, further comprising at least one lamp supporting member that prevents the sagging of the lamp.

16. (Currently Amended) The backlight assembly of claim 12, wherein the receiving container further includes a pair of lamp fixing protrusions formed on the bottom plate so that the lamp is inserted ~~into~~ between the lamp fixing protrusions.

17. (Original) The backlight assembly of claim 12, wherein the receiving container further includes a receiving block disposed along inner surfaces of the sidewall of the receiving container, and the receiving block supports a light diffusion plate with the receiving block.

18. (Original) The backlight assembly of claim 17, wherein the receiving container includes a first slot spaced apart from the end portion of the lamp by a first

distance, a second slot spaced apart from the end portion of the lamp by a second distance greater than the first distance, and the first and second slots are disposed in a bottom plate of the receiving block.

19. (Original) The backlight assembly of claim 18, wherein the first and second electrodes having a band shape arranged substantially in parallel with each other are formed on outer surface of the lamp body, and

portions of the first and second electrodes are protruded out of the lamp body into the first and second slots, respectively.

20. (Original) The backlight assembly of claim 19, wherein the first and second conducting parts include first and second common electrodes disposed in the first and second slots, and first and second connecting electrodes extended from the first and second common electrodes to be connected to the first and second electrodes, respectively.

21. (Original) The backlight assembly of claim 12, wherein the first electrode is protruded out of the lamp in a first direction along the longitudinal direction relative to the lamp, and

the second electrode is protruded out of the lamp in a second direction opposite to the first direction along the longitudinal direction relative to the lamp.

22. (Original) The backlight assembly of claim 21, wherein the receiving container further comprises a receiving block disposed along inner surfaces of the sidewalls of the receiving container,

and wherein the first and second conducting parts are disposed on the bottom plate of the receiving block.

23. (Original) The backlight assembly of claim 12, wherein the first and second electrodes surround end portions of the lamp body.

24. (Original) Time backlight assembly of claim 23, wherein the first and second conducting parts comprise first and second clips connected to the first and second electrodes.

25. (Currently Amended) An LCD apparatus comprising:
a receiving container including a bottom plate and a plurality of sidewalls protruded from a side of the bottom plate to define a receiving ~~space~~block;
a plurality of lamps including a lamp body having a ~~tubular shape~~rectangular longitudinal cross section and a plurality of electrodes having first and second electrodes disposed on the lamp body, a cross-section of the lamp body including a major axis substantially parallel with the light incident surface and a minor axis;
a first conducting part applying a first discharge voltage to the first electrode through a first path;
a second conducting part applying a second discharge voltage to the second electrode through a second path;
an LCD panel disposed on the receiving block; and
a chassis secured with the receiving container to prevent the LCD panel from drifting.

26. (Currently Amended) The LCD apparatus of claim 25, wherein ~~the lamp body has a rectangular shape~~;
the first and second electrodes have a band shape arranged substantially in parallel with each other, the electrodes formed on outer surface of the lamp body, and
portions of the first and second electrodes are protruded out of the lamp body to be connected to the first and second conducting parts, respectively.

27. (Original) The LCD apparatus of claim 25, wherein the first conducting part comprises a plurality of first connecting electrodes connected to the first electrode and a first common electrode connected to the first connecting electrodes, the first common

electrode secured with the receiving block, and

the second conducting part comprises a plurality of second connecting electrodes connected to the second electrode and a second common electrode connected to the second connecting electrodes, the second common electrode spaced apart from the first conducting part to be secured with the receiving block.

28. (New) The lamp of claim 1, wherein the minor axis is substantially perpendicular to the light incident surface of an LCD panel.

29. (New) The backlight assembly of claim 12, wherein the minor axis is substantially perpendicular to the light incident surface of an LCD panel.

30. (New) The LCD apparatus of claim 25, wherein the minor axis is substantially perpendicular to the light incident surface of an LCD panel.